

## MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

**MAY 18, 2021**

The McKinney Economic Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Tuesday, May 18, 2021 at 8:00 a.m.

Board members Present: Chairman Brian Loughmiller, Vice Chairman Michael Jones, Secretary/Treasurer Joe Minissale, Patrick Cloutier, Thad Helsley, Kurt Kuehn.

Absent: Board member Ken Sipiora and Alternate Kimberly Ball.

Staff Present: President Peter Tokar, Executive Vice President Abby Liu, Senior Vice President Danny Chavez, MEDC Office Supervisor Deana Smithee, MEDC Administrative Assistant Joanne Isom, Deputy City Secretary Joshua Stevenson, Mayor George C. Fuller, Mayor Pro Tem Rainey Rogers, Councilman Rick Franklin, City Manager Paul Grimes, MEDC Attorney Mark Houser, Visit McKinney Executive Director DeeDee Guerra.

Absent: Project Manager Madison Clark and Technology and Infrastructure Specialist Michael DePaola,

There were 3 guests present.

Chairman Loughmiller called the meeting to order at 8:00 a.m. after determining a quorum present.

Chairman Loughmiller called for Public Comments for items on the agenda and there were none.

**21-0428** Chairman Loughmiller called for an Update on 2021 McKinney Board & Commission Member Appointments. Deputy City Secretary Stevenson gave a brief update on the boards and commissions annual appointment process. Deputy City Secretary Stevenson noted the City Council has the discretion to remove or replace any Board member. The application deadline for Board members and citizens to apply is June 18<sup>th</sup>. The City Council will announce appointments on August 24<sup>th</sup>. Deputy City Secretary Stevenson noted all candidates will have the opportunity to interview with the City Council in person or via zoom. Deputy City

Secretary Stevenson noted the two links attached to the agenda will provide general information about the boards, who is eligible, and the application to apply.

**21-0429** Chairman Loughmiller called for the Amended Minutes of the McKinney Economic Development Corporation Meeting of March 16, 2021. Board members unanimously approved the motion by Board member Kuehn, seconded by Board member Helsley, to approve the Minutes.

**21-0430** Chairman Loughmiller called for Board and Liaison Updates. Chairman Loughmiller noted the success of the AT&T Byron Nelson PGA Tournament and mentioned the numerous positive comments overheard about the tournament and McKinney from patrons.

City of McKinney - City Manager Grimes noted the AT&T Byron Nelson PGA Tournament was a very successful event with 10,000 – 12,000 people attending daily. City Manager Grimes noted the tournament was limited purposely due to the pandemic and the challenge for next year will be managing 40,000 people or more per day. City Manager Grimes thanked Police, Fire, Public Works, and Parks and Rec for all the work they contributed to make the event a success. City Manager Grimes reported budget planning is underway and the City concluded the last internal budget meeting. The City is currently working with budget requests from the city departments and is on schedule for the budget presentation in early August to the City Council. City Manager Grimes shared there were 22,604 total votes cast in this last local election resulting in a 19.71% participation rate. There were 11,376 votes in the last Mayoral election in 2017. City Manager Grimes stood for questions and there were none.

Chamber of Commerce - President Hermes congratulated the City on the AT&T Byron Nelson PGA Tournament and recognized Chairman Loughmiller for his integral part of bringing the tournament to McKinney. President Hermes noted the Chamber Golf Tournament was on Monday

and thanked the MEDC for being a sponsor of the event. The event is one of the Chamber's largest fundraisers and assists in underwriting all the events the Chamber does throughout the year. President Hermes noted the Chamber is working with the City Secretary's Office to host the "Serve McKinney" webinar to promote service on a board or commission and to encourage volunteerism in McKinney. The tentative date is June 3<sup>rd</sup>. President Hermes noted the Chamber will bring awareness to the McKinney nonprofits through a campaign. Leading up to the "Serve McKinney" Webinar the Chamber will send a weekly email highlighting one of the nonprofits located in McKinney to encourage volunteerism. President Hermes noted the Chamber is currently building out a website to house all content recorded over the last year due to COVID for anyone who would like to go back and view the information. President Hermes noted the Chamber's Quarterly Luncheon will be in person on July 26<sup>th</sup> (*updated to July 22<sup>nd</sup>*) and the topic will be "The State of Education". President Hermes announced the Chamber is finalizing the funding for a petition drive for a package liquor local option election. The Chamber has been working on this initiative to keep sales tax dollars in McKinney. President Hermes noted the importance of completing this prior to the next gubernatorial election as it could impact the number of signatures required on the petition. President Hermes stood for questions and Secretary / Treasurer Minissale asked what the estimated annual sales tax for the city would be and asked for clarification on what a liquor election was? President Hermes explained if a McKinney resident wanted to purchase alcohol outside of beer and wine in McKinney, they would need to travel to a neighboring city to make the purchase. This results in sales tax dollars leaving McKinney. President Hermes noted Texas Economist Dr. Perryman prepared a formula to estimate how much sales tax is lost every year. There is the direct sales tax bleed which would result in a minimum \$1M. There is also the additional loss if

an individual travels to a sister city to purchase alcohol and continues to shop in the city for other items. Chairman Loughmiller thanked the Chamber for the work they have done for McKinney.

Community Development Corporation – MCDC Board Liaison McGill reported the MCDC is in the second round of 2021 Project grants and Promotional & Community grants. The third cycle will be June 1<sup>st</sup> – 30<sup>th</sup> for Project grants. MCDC Board Liaison McGill reported at the April MCDC Board meeting they heard from the McKinney Parks Foundation, Heritage Guild of Collin County, Habitat for Collin County, and Sanchez Charities. MCDC Board Liaison McGill noted the MCDC and Sanchez Properties will be working together to form a task force to evaluate the potential of bringing a collaborative initiative together to act as a clearing house for nonprofits in the area for social services and family services. MCDC Board Liaison McGill reported the MCDC subcommittee is conducting biweekly meetings with the TUPPS group and reviewing plans for the project, including entertainment amenities. MCDC Board Liaison McGill noted the Quality-of-Life award presented at the Chamber of Commerce Community Awards and noted there were several city staff mentions including Main Street Program Director Amy Rosenthal and Community Services Administrator Shirletta Best. MCDC Board Liaison McGill reported the MCDC was very pleased to have a booth to represent the MCDC and Visit McKinney at the AT&T Byron Nelson PGA Tournament. MCDC Board Liaison McGill noted through the Retail Coach, the MCDC will do a cellphone analysis of the key sites within McKinney to track visitors and where they visited during and post tournament. MCDC Board Liaison McGill noted the MCDC will attend the golf event on June 28<sup>th</sup> with the North Texas Commercial Association of Realtors, and they are currently assisting in the planning of the 2021 Juneteenth celebrations.

Visit McKinney – Executive Director Guerra reported Visit McKinney is starting to see RFPs for 2022-2023 with the leisure market continuing to be strong with sports and weddings. The Courts have contacted Visit McKinney for an International Junior Tennis tournament September 18<sup>th</sup> - 25<sup>th</sup>. Executive Director Guerra reported the pickle ball tournament was a very successful and filled about 127 hotel rooms. Executive Director Guerra reported Visit McKinney was contacted by a bus tour group through the advertisement in the ABA magazine and they will bring a mystery bus tour to McKinney in September. Executive Director Guerra noted the Chamber Community Awards were a success and thanked MCDC for partnering with Visit McKinney on the event. Executive Director Guerra stood for questions and there were none.

**21-0431** Chairman Loughmiller called for the consideration / discussion of the MEDC Monthly Organizational Report. President Tokar thanked the MEDC staff for all the hard work put into the AT&T Byron Nelson PGA Tournament and is looking forward to the event for the next four years. President Tokar reported Kaizen had their groundbreaking ceremony this past month and congratulated Derek Evers and his Kaizen Team and Craig International on the new 200,000 square foot building coming to McKinney. President Tokar noted the Annual Chamber Community Awards and congratulated MEDC award winners KVP and Mytelemedicine.

**21-0432** Chairman Loughmiller called for the consideration / discussion of the MEDC Monthly Metrics Dashboard Report. President Tokar noted the MEDC is continuing to do well and noted next month the MEDC will be able to report on the familiarization tours completed during the AT&T Byron Nelson. President Tokar noted website traffic should show a big increase next month due to the national coverage of the AT&T Byron Nelson PGA Tournament. President Tokar noted the project pipeline is

strong and the MEDC is halfway to meeting the Capital investment goal for the year.

Chairman Loughmiller called for Citizen Comments and there were none.

Chairman Loughmiller called for Board Comments. Board member Cloutier noted there was a Finance Committee meeting to work on the FY 2022 budget and thanked staff for the work on the budget. Board member Cloutier thanked Chief Financial Officer Mark Holloway and Financial Compliance Manager Chance Miller on the work they did to assist in refinancing debt considering the challenges with bonding. Board member Cloutier congratulated the MEDC staff on a successful event at the AT&T Byron Nelson PGA Tournament and complimented the skybox.

Chairman Loughmiller recessed the meeting into Executive Session at 8:33 a.m.

Chairman Loughmiller reconvened the meeting to open session at 9:39 a.m.

Board members unanimously approved the motion by Board member Kuehn, seconded by Board member Cloutier, to approve Project Batman as discussed in Executive Session

Board members unanimously approved the motion by Vice Chairman Jones, seconded by Board member Helsley, to approve Project Ghost as discussed in Executive Session

Board members unanimously approved the motion by Secretary / Treasurer Minissale, seconded by Board member Kuehn, to approve Project Cardboard as discussed in Executive Session

Board members unanimously approved the motion by Board member Cloutier, seconded by Vice Chairman Jones, to approve the amendment to Virtuwave Holdings LLC as discussed in Executive Session.

Board members unanimously approved the motion by Board member Joe Minissale, seconded by Board member Patrick Cloutier, to adjourn.

Chairman Loughmiller adjourned the meeting at 9:40 a.m.

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A video recording of this meeting is available through the City of McKinney meeting archive.

These minutes approved by the MEDC members on June 15,2021.

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BRIAN LOUGHMILLER  
Chairman

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JOE MINISSALE  
Secretary / Treasurer